

**SYSTEM & METHOD OF UPDATING PLANOGRAM INFORMATION USING
RFID TAGS AND PERSONAL SHOPPING DEVICE**

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ABSTRACT

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A method and system for updating and verifying the accuracy of a retailer's planogram, while using a portable shopper device having a location sensing means and an RFID reader in conjunction with RFID shelf labels, is provided for. In part, the method provides a system and steps associated with collecting RFID product label information and comparing collected information with product information in relation to an initial planogram, via a software means. Once differences are identified, an updated planogram may be created for the retailer's use using the system and method of the present invention.

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